Press release

PRINTABLE VERSION

MViva showers subscribers with best weather gen

06 July 2001

Release number 482

One of the country's leading wireless internet portals is ensuring a bright outlook by investing in the best weather data available for its users - from the Met Office.

Working with the Met Office, MViva - the pan-European wireless internet portal owned by The Carphone Warehouse -will provide the most sophisticated weather information you can get via SMS and WAP. It's part of an impressive MViva content-provision boost in the run up to the company's first birthday.

MViva subscribers will now be able to benefit from the Met Office's internationally renowned computer forecasting methods channeled to their mobile phones. Information includes regional forecasts for 13 key areas across the country and five-day forecasts for both the UK and Europe.

Stephen Lawrenson, Managing Director of the Met Office's Commercial Division said: "The MViva deal follows keenly behind a partnership with ITV to provide content for a new weather web site."

He said: "New media owners are appreciating that they have to boost their content with the very best if they are to attract users. British people's interest in the weather is well known and this is being reflected in a new thirst for the best weather data by portals like MViva.

"Portal and web site providers are realising that the very best information will ultimately make them the first call for consumers and, once on the site, they have a unique opportunity to build a relationship with them. We have the very latest technology that allows us to take the capabilities of one of Europe's most powerful computers and channel it through a tiny mobile handset. It's impressive to say the least."

The new initiative is being backed by online promotions. MViva will send out SMS messages to subscribers and ask them to answer a weather-related question - the solution to which is on the Met Office web site. Those who text message back the right answer then stand a chance of winning a scooter in a prize draw. MViva is also putting up additional cash prizes to boost interest.

Lawrenson added: "The weather has such a huge impact on our day-to-day lives that mobile telephony offers us a fantastic channel to get the best information to people whenever and wherever they want it."

Visit the Met Office on www.metoffice.com.

For further information:
Met Office Press Office +44 (0)1392 886655

Met Office Customer Centre 0870 900 0100
If you're outside the UK +44 (0)1392 885680

About
Met Office
Hadley Centre
Terms and conditions
Advertise on our site
News
News release archive
Media Centre
Learn
About the weather
From the bookshelf
Services

don't guess
weathercall
Met Office forecasts by phone or fax...

Mobile text forecasts
Weathercall
Marinecall
Mountain weather
MetWEB
Talk to a forecaster
Links
Met Office data users
National met. services
Scientific interest sites
EA Floodline
Directgov
Freedom of Information
Contact
Contact us
Questions answered

© Crown copyright